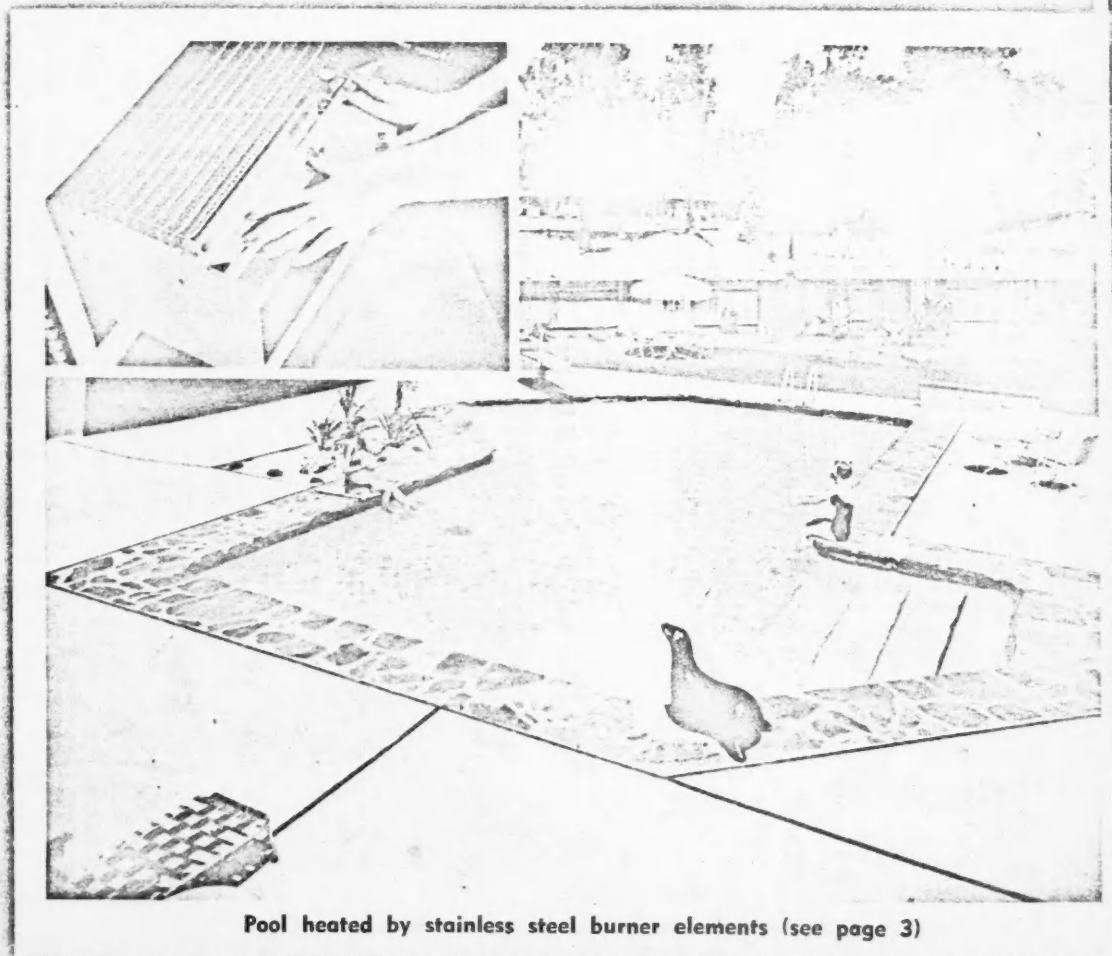


November, 1959



Pool heated by stainless steel burner elements (see page 3)



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Agents' commissions protected

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LIMITED

Realty Investments

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TORONTO DAILY STAR

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EASY TO DIAL

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FOR BETTER
RESULTS

The Canadian Realtor is the official organ of real estate in Canada. It is published monthly for the Canadian Association of Real Estate Boards.

LOCAL BOARDS 67
 CAREB MEMBERSHIP 10,075
 OTHER MAILINGS 904
 BULK ORDER 329
 TOTAL PRESS RUN 11,308
 (November edition)



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THE COVER PICTURE

A new device patented by Raypak Inc. of El Monte, Calif. allows small, tapered elements to be inserted into filing cabinet type drawers. Twelve being sufficient to heat a pool 15' x 35'. Non-heated Canadian pools have only about three months of use. The new heating devices will permit an additional one or two months swimming.

THE CANADIAN REALTOR is published monthly by the Canadian Association Real Estate Boards, 109 Merton Street, Toronto 7, Ontario, Telephone HUDson 1-5191.

CANADIAN REALTOR — NOVEMBER, 1959



* *"It is well for a man to respect his own vocation, whatever it is, and to think himself bound to uphold it and to claim for it the respect it deserves."* — Charles Dickens.

* EDITORIAL —

PARALLEL THINKING

The Canadian Realtor magazine does not for one moment, take credit for being the motivational force behind the news that broke in Toronto October 28th. However, your magazine has long been a proponent of blight clearance in decayed sections of all metropolitan areas. This prompted our editorial in the July edition "Slum Clearance study a must".

We are pleased to note that the Buildings and Development Department and the Toronto Planning Board have been instructed to commence a review of by-laws for the area bounded on the East and West by Sherbourne Street and Spadina Ave, running south from Bloor.

Mayor Phillips, who proposed the review stated "The study will enable private enterprise to assemble lands with some assurance that, when they approach the city, their plans will meet with favourable consideration."

In our July editorial, our quote bears distinct similarity to the Mayor's statement. We said "... if the city planning department can offer a timed master plan, indicating that certain areas are slated to be levelled, this would encourage redevelopment by private concerns, which in turn would increase the flow of tax monies into the town coffers."

We trust this by-law review will carry sufficient weight to make Civic leaders in Toronto develop positive plans, and expedite them immediately. Once this precedence is established, information and experience accrued during its execution should benefit other Canadian Cities.

That is our hope.

* * * * *

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November, 1957

No. 11

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EMPLOYEE-EMPLOYER RELATIONS



A LITTLE THOUGHT AND UNDERSTANDING GOES A LONG WAY!

You do not have to be a psychologist to be a success in the field of human relations. A good employer never becomes so intent on his own personal problems that he ignores those of others.

Motivations of Research

One of the most important addresses delivered at the Saskatoon Convention, was given by Doctor Frank E. Coburn, Professor of Psychiatry, University of Saskatchewan.

Dr. Coburn's address was important, because it dealt with employee-management relations.

It is indeed unfortunate that this stirring talk was delivered to the Canadian Institute of Realtors gathering, rather than the convention delegation in general.

In essence, Professor Coburn's remarks were based on communications, or lack of communications between employer and staff. Or, more particularly, between management and one particular individual.

It is this total ability, or more tragic . . . total inability to communicate that either finds a staff in high degree of productivity . . . or conversely, in low levels of productivity.

Professor Coburn asks, with obvious first hand knowledge: "What makes a salesman sell?" He answers with this statement "Hidden persuaders makes a salesman sell."

"Why does a salesman sell?" obviously because he must pay for the shelter of his family . . . buy the amenities of life . . . because he needs security.

Employers, and others, often think of a salesman as being completely rational. Man is not completely rational. He does not always follow completely logical thinking to achieve an objective. Quite often his moods or emotions create the pattern of behaviour. The average salesman is prone to think, "what's good for me? . . . what will I enjoy the most?"

Professor Coburn claims that a successful salesman is not a rational thinker. Purely rational approach, ungoverned by emotions, seldom shows a high level of productivity.

A poor manager does not, or cannot understand a man's emotional problems. He does not say to himself "What makes this man act this way? Why does he say the things he does . . . why does he appear so cranky . . . so preoccupied?"

In private management very often employees have no recourse to air complaints. They have no one to turn to therefore they are frustrated. The consequence is obviously going to be non-productive.

In the army, a man (if he takes advantage of it) has recourse. He can take his complaint to his immediate superior officer. If he still feels that his complaint hasn't been answered to his own satisfaction, he may go higher and higher through the chain of command until he has received a fair decision.

In private business, quite often this system doesn't exist.

Doctor Coburn illustrated his opinion with a story of a Jewish soldier who was constantly in hot water. When asked by the psychiatrist what was wrong, the soldier replied "My heart isn't in soldiering".

By astute persuasion, the soldier was led to believe that his efforts were sorely needed if Hitler, the per-

secutor of the Jews, was ever to be beaten. The soldier, having been given direction for the first time, soon became a top-flight military man.

Ignorance of a salesman's personal problems can produce, at best, negative results. Ignorance or inattention to a man's problems creates only tension and possibly hostility.

Productivity Reward

Why should productivity be rewarded? You do not have to look far for an answer. Seek out any satisfied man and you will find a producer whose activity is being recognized and rewarded.

A man, whose efforts are recognized and favourably complimented on, will produce far more than the man who is harbouring hostility . . . or at least is disgruntled.



DR. F. E. COBURN

What Produces the Best Sales Efforts?

. . . The sales manager should make himself aware of what the salesman is doing.

A salesman whose activities, and even more serious, his very presence in the office, is being ignored day after day . . . will soon develop a hostility. This feeling is engendered by a deeper feeling of insecurity.

What Is Most Important to a Man?

Strangely enough, it is not the pay cheque (although this is important) . . . it is not security, which means much, that is the end result or motivation behind a man's desire to work.

The most important feeling is prestige. If a man attains, or is given this, he will produce far more than the possibly better equipped salesman, whose production is not recognized.

Job Analysis

A clear and definitely defined sequence of authority within the office is necessary.

A salesman, from his very first day of employment, should be told who the management personnel are. Who his immediate superior is, and from whom he should expect his direction.

And, wherever possible, top management should never pass along a direct command. The immediate superior should be given this important right. This way, the salesman is properly directed with no feeling of confusion.

Dr. Coburn tells of a young man who was sent to him by a store manager. The manager said that he knew the young fellow had great promise, but wasn't behaving as well as he might.

In probing for the cause, the Doctor found that the young fellow had been reared in a fatherless home with five sisters, all of whom were older, and all of whom aggressively ordered the chap around. Finally he rebelled, left home and sought employment with the department store.

Fate, unfortunately, placed the young fellow in the same department with six women, who all bossed the victim.

The psychiatrist completed his examination then phoned the store manager, and told him that the sooner the young fellow was removed from female domination, the sooner he would produce.

This advice was acted upon and today . . . the young patient is the assistant manager of the entire store.

The Office Fixer

Quite often, in a poorly run, big office, there appears upon the scene a "fixer". This chap, who has no direct responsibility over the salesman suffering from a grievance, quite often is consulted, (possibly due to a fatherly or kind manner) and this action causes dissent.

If the chain of command had been clearly defined, the "fixer" would not exist. The salesman having the grievance would be secure in the knowledge that his problem would be handled properly.

This way, divided loyalty does not occur.

A proper table of organization, clearly set out and explained is vitally needed in every office. Particularly the bigger offices, whose top management does not have proper communication with the lower echelon.

Policy Changes

Any changes of policy should be written and placed before all personnel. This action allays rumours, which could cause serious insecurity, all detrimental to high productivity.

Equally important is proper communication between the high echelon and the lowest personnel. Communication should flow both ways.

Management should let the staff know what it contemplates doing. And, should encourage ideas and suggestions from the sales staff. It's the old story "Management cannot dig coal."

Those that are digging coal, being close to the actual work, obviously can advise on changes. Management should never become steeped solely in traditional methods of doing business. "What was good enough for us before, is good enough for us now." This bigotted, narrow-minded thinking, will never create proper use of each employee's thinking apparatus.

It is a poor boss, indeed that resists changes.

Prestige

Possibly the most important emotion management can foster is prestige. Here is the crux of a salesman's emotional involvement. This is, primarily, why he works well.

Prestige is that which is honestly and sincerely recognized by others.

A man can have high status, but low prestige. Conversely he can have low status but exceedingly high prestige.

There should be mobility of advancement. There should never be a dead-end job. If there is, then the salesman or other staff member, does not have horizons for which to aim. Prestige titles should therefore be given a man in recognition of his sterling effort. A new post can be created if necessary.

Advertising Agencies, being astute, albeit amateur psychologists, are possibly the profession who most reward their sterling men with titles such as Advertising Director, Art Director, Vice-President, Account Executives, etc. An account executive has a euphonious title, but is in effect, a glorified salesman or liaison man between account and the agency.

By avoiding cul de sacs or dead-end jobs, management recognizes the man's need for the exercise of ambition.

Jobs therefore should be kept open-ended.

See Office Communications
Page 25 — second column

DO's N DON'TS

Sometimes, by changing your inward and outward thoughts and actions . . . the results are really rewarding. Start today . . . flip over another page in your personal life. Start a new and exciting chapter. It often pays off esthetically and financially.



1. Don't fib. "String-pullers" and "yarn-spinners" generally get tangled up.



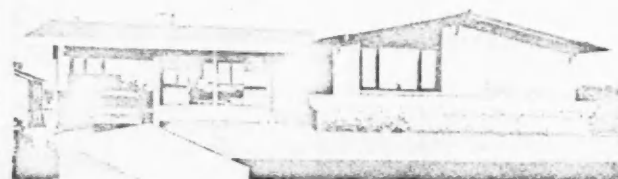
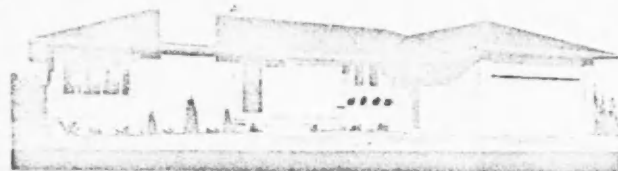
2. Don't get involved in feuds and factions at work. Only "fall guys" walk the shaky tightrope of office politics.



3. Don't shout—don't spout. State your views calmly and briefly—avoid being dogmatic.



4. A ready smile and a real interest in others are the best ways to win your "public". The results of your "good will offer" will really be something to smile about.



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Burlington Brick Co. Ltd., Burlington, Nelson 4-2241
Toronto Em. 4-2623
Pines Dunbrik Co. Ltd., Cooksville, AT. 9-1456 • Schomberg
Stellar Dunbrik Ltd., Toronto, CH. 1-5291 • Oshawa,
Randolph 5-2531
Laurentian Dunbrik Ltd., Sault Ste. Marie 3-5266
Douglas Concrete Products Ltd., Peterborough, Riverside 5-8235
Kingston Dunbrik Co. Ltd., Glenora, Liberty 7-9741 • Morrisburg,
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ONTARIO **DUNBRIK**
MANUFACTURERS ASSOCIATION
TORONTO, ONTARIO

Selling Psychology

High pressure tactics will never sell a house . . . nor will insincerity, says the anonymous author.

"What's wrong with me? Why can't I sell homes like so-and-so that has a desk across from me? Guess I'm not lucky. That is the only reason I can see for it!"

I can almost imagine what goes on in most salesmen's minds who just don't seem to click. I believe I even have an answer for the strange phenomenon that occurs when a salesman sells a house, then finds himself selling another within hours. Usually the explanation to this is explained away thusly: "It's either a feast or a famine. Can't understand why I go selling without a sale then BANG . . . BANG . . . BANG!"

To this writer the reason for this sudden flow of sales is the salesman's attitude. Once he makes a sale the pressure is off. He becomes more confident, certainly less desperate. The feeling is transmitted to the customer.

I can recall, not too many years ago, being in a spot similar to many salesmen who are having a tough time selling.

The star salesman in our office had in business sufficient to net between \$12,000 and \$17,000 monthly. It seemed, so help me, that he could sell a barn to a millionaire, and convince the gentleman that it was suitable for gracious living!

Yet he did not resort to any high pressure tactics. Matter of fact, I accompanied the salesman while he conducted a client to a certain house. The listing was mine, listed at a good price, in a good neighborhood, but, even after showing scores of people through it, I couldn't click. The salesman, I shall call him John, accompanied (note I said accom-

panied) the client, his wife and myself through the home, and shortly after an offer was signed and accepted.

When I got away from them and had time to sit down and analyse what had occurred, it took me considerable time. You see, I was searching for something complex. A sales approach that John had which I couldn't quite put my finger on. Finally it came to me and it was startling. Changed my whole approach on selling . . . and believe me, made a big difference in my sales. Matter of fact, in three short months I sold eleven homes myself.

What did John do? What did he say to his clients? Very little! It was simply his manner. He actually breathed an atmosphere of confidence. Beyond that, this same atmosphere seemed to be loaded with sincerity and sympathy of the client's problem.

You will note that I said John accompanied his client. Rather than take the client to the listing, John appeared to be part of the client.

Looking at it from the customer's point of view, I came to the conclusion that they had utter faith in their companion.

Diagnosing the inspection tour that had culminated in a purchase, I realized that he did not at any time, push the advantages of the home. Matter of fact, when the party arrived in the basement, he said to the customer, "That water tank doesn't appear to be in good condition. Looks like a new one is needed." He said nothing further.

Before the offer was signed, the customer said, "If we buy, could we stipulate that the Vendor replace or allow us for the new tank installation?"

The foregoing should give most salesmen a clue to good selling techniques. It is only reasonable to assume that a client who is turning over most of his hard-earned money, does want a feeling that he is making a sensible purchase. I know a salesman who calls his client after an offer has been made. During the friendly conversation, the salesman usually reassures the purchaser that he has made a wise choice. After the first flush of home inspection, and consequent signing of the agreement, an emotional let down occurs. That is when the buyer begins to wonder whether he has made a mistake.

You ask, how in heaven's name does this affect my selling? Good gosh, I've already sold the house. Why bother with the purchaser after he has signed?

This failing is only experienced in salesmen who are short-sighted. Let me give you another case history.

I once sold a home for a middle-aged couple. They then placed complete faith in my ability to find them another home before their own deal closed. Unfortunately, altho' I must have shown them at least a score of homes, they finally left me and bought the first home another salesman showed them.

I do not think for one moment that I erred here. It was one of those rare cases where another portion of the family had suggested to the old couple, that they move into a different district which we had not hitherto considered.

Here is what I mean by following up an offer by a telephone conversation. I did this, even after the couple had purchased their new home through another Broker. They thanked me . . . were very apologetic for not buying through me, and a few other bits of conversation that goes on between people in calls of this nature.

(Continued on page 25)

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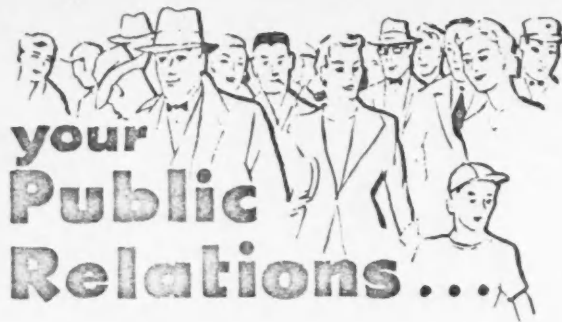
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LOOK FOR THE SIGN OF
THE BIG H.

"A SYMBOL OF SERVICE"



NEWS - OR ADVERTISING?

It isn't so long ago that daily newspapers figured all they had to do to keep their real estate advertisers happy was to run something of a "newsy note" nature tucked away on some inside Saturday page.

How those times have changed. Today, publishers need only review their advertising lineage totals to appreciate how big real estate has become. They recognize what terrific impact the industry has had on their readers in recent years and are now devoting not just columns but pages, even sections, to its coverage.

Week-end real estate pages have become an institution. They are a permanent fixture in the bigger Canadian dailies and command equal reader interest with sports, women's travel, financial and entertainment.

The reason for this, of course, is that never before have Canadians been more home-conscious. They are anxious to keep up with real estate trends, of interesting transactions, and how the market is going in general. They like to read about new housing developments in the suburbs and what new building is planned for their city. They like to know how they can improve their homes to maintain the highest possible resale value; what other houses are selling for these days, and what down payment amounts are being asked.

Every day something new is happening in real estate. But, gathering the type of stories suitable for publication is no mean task for the hard working real estate writer. He has more than himself to satisfy. Before it is passed by his boss (the city editor) it must be factual and newsworthy. It must be informative and interesting to the reader. And if the contact or source is to be considered, it must be fair and unexaggerated.

Too few in real estate today truly appreciate what the real estate editor

is up against. They find it difficult to understand that the editor's first responsibility is to the reader. When the subscriber doesn't find news to his liking, he stops taking the paper. So what is printed must always be to hold circulation. Every merchant demands this, and you, as a real estate advertiser, demand it too.

One of the great tragedies in real estate — newspaper relations is the realtor's inability to determine what constitutes a news story. Many a well-meaning broker trots into a news room and tosses what he regards as a "hot" story on the real estate editor's desk. He becomes indignant when told the story is too commercial to be a news item.

An advertiser often does great harm to himself when he tries to peddle a story that would have little or no interest for the reader. Readers are not easily fooled. They can easily detect the difference between actual news and disguised advertising. Nothing can balance the harm of impaired reader confidence.

COMMAND PERFORMANCE

Another unwelcome visitor to the news room is the broker who believes he can bully the real estate editor just because he's a major advertiser. He's the type who demands free news space to announce the opening of a new office, company appointments, or some big deal. He reminds the editor of the money he has spent with the paper and even threatens to cancel his advertising if his demands are not met. This is a form of bribery that usually fails to stampede the editor. News space is not for sale, and even though the material the tactless broker wanted published may have been newsworthy, the editor has no alternative but to toss it in the waste basket.

Many brokers have a distorted mental image of the real estate editor. They picture him sitting in an ivory tower meeting out injustices to some and showing favoritism to others. But the real estate editor is just an ordinary individual who draws an ordinary pay to do what he was hired to do — seek out what is news and prepare it for publication.

If you have a story to tell, he'll listen to it and decide if it's news. But never take up his time with trivialities. The real estate editor is every bit as busy as you are, and unless you have something worthwhile to talk over, don't drag him from his office. On all Canadian dailies the real estate editor runs his department without an assistant and he hasn't time to listen to small talk.

The real estate editor works to a deadline and he can't always find the time to cover all the events he would like to. Instead of calling a news conference in your office, give him a shout and advise him you're on the way with a press release. Being helpful in this way will make him your friend and you'll receive many publicity favours in return.

Finally, never blast him if your stuff doesn't get in. In all probability he did his utmost to get your story in the paper, but oftentimes, much that is written must be killed for space reasons. Keep sending your stuff in and don't let a petty misunderstanding sever such a valuable relationship.

PUBLICITE OU NOUVELLES

Il n'y a que quelques années, les journaux croyaient pouvoir satisfaire les besoins de l'immeuble en insérant une fois la semaine, dans quelque petit coin, un brin de nouvelle.

Les affaires ont bien changé. De nos jours, quotidiens et éditeurs n'ont qu'à faire un relevé pour se rendre compte de l'ampleur qu'a pris l'immeuble depuis quelques années. On a tôt fait de savoir que lecteurs et abonnés s'intéressent aux annonces et c'est pourquoi les journaux consacrent non plus quelques colonnes mais des pages entières à l'immeuble.

Les journaux du samedi et les suppléments contiennent plusieurs articles traitant de l'immeuble et les lecteurs s'y intéressent au même degré qu'ils s'intéressent aux pages sportives et financières.

Tout ceci s'explique assez facilement si l'on considère que les Canadiens sont intéressés et soucieux de savoir propriétaires. Ils cherchent à savoir les derniers développements en immeuble. Ils s'intéressent à l'état du

Marché. Ils veulent savoir où les nouveaux quartiers se construisent, dans quelle partie de la ville se développent les nouveaux faubourgs. On veut à savoir les nouveaux développements en architecture domaniale. On veut aussi pouvoir comparer son logis à ce qu'offre le marché et de savoir les prix de revente.

Il y a du nouveau tous les jours dans le domaine de l'immeuble. Cependant il est fort difficile de trouver quelque chose d'original à publier et capable d'intéresser les lecteurs. Toutes nouvelles de ce genre doivent avoir l'approbation du rédacteur en chef, elles doivent être basées sur les faits, aussi elles doivent être intéressantes et sans exagérations.

Trop peu sont en mesure de savoir les problèmes qui confrontent un éditeur en immeuble. On accepte difficilement que sa première responsabilité soit à l'égard de ses lecteurs. Quand un abonné ne trouve pas les nouvelles à son goût, il se désabonne. Mais tout doit se faire en vue du succès.

Le plus grand problème qui se pose dans les relations journaux et immeuble c'est de savoir en quoi consiste un écrit digne de publication. Plusieurs agents bien-intentionnés se présentent chez l'éditeur en immeuble et

lui soumettent ce qu'ils croient être un chef-d'oeuvre. Ils ont tôt fait de s'offusquer si on leur dit que l'article a une saveur trop commerciale pour créer le l'intérêt.

Un solliciteur peut se faire bien du tort s'il cherche à pousser un écrit qui ne saurait intéresser le lecteur. Les lecteurs ne sont pas des fous. Ils connaissent la différence entre ce qui est nouvelles et publicité même si celle-ci est quelque peu camouflée. On ne doit jamais perdre la confiance d'un lecteur car elle est trop difficile à rattraper.

Un autre visiteur indésirable au bureau du rédacteur c'est le courtier qui croit pouvoir s'imposer à cause de son volume d'annonces. C'est souvent lui qui exige de l'espace gratuit afin d'annoncer l'ouverture d'un nouveau bureau ou les noms de nouveaux vendeurs. Il rappelle à l'éditeur les sommes d'argent qu'il a dépensé et menace de mettre fin à tout si sa volonté n'est pas respectée.

Cette forme de menace ou de corruption laisse en général l'éditeur plutôt froid. On ne vend pas les nouvelles; même si un courtier croit pouvoir s'imposer, l'éditeur peut facilement l'ignorer et jeter ses articles dans la corbeille à papier.

Plusieurs courtiers ont une fausse

opinion de l'éditeur du journal d'immeuble. On se l'imagine comme roi dans son domaine, injuste envers les uns et obligeant envers les autres. Mais il serait bon de savoir que l'éditeur est un homme comme tous les autres à qui on a confié la tâche de choisir, d'accepter ce qui est bon et de rejeter ce qui est de qualité inférieure. Tout ce qu'il exige c'est qu'on lui fasse confiance et qu'on respecte ses décisions. Point n'est besoin de lui faire perdre son temps, il est très occupé. N'hésitez pas à lui rendre visite si vous avez quelque chose d'important à discuter. Il est très rare que l'éditeur de la page d'immeuble ait un subalterne. Alors il n'a pas de temps à perdre. L'éditeur doit soumettre son travail à l'heure. Il lui faut même parfois sacrifier certaines nouvelles. Rendez-vous chez lui au lieu d'exiger qu'il se déplace. Il saura apprécier votre bienveillance et vous aidera en retour.

Surtout il ne faudrait jamais s'attaquer à lui si vos articles n'apparaissent pas dans les journaux. Veuillez croire qu'il a fait tout son possible pour acquiescer à tous vos désirs, mais souvent il faut sacrifier, faute d'espace. Continuez à lui procurer tous vos articles et surtout gardez-vous en bon terme avec lui, vous avez besoin de lui beaucoup plus qu'il n'a besoin de vous.

THORNCLIFFE EXPLAINED



Mr. Hubert Cox (centre), President of Thorncliffe Park Development, explains a scale model of the Park's shopping centre to a group of fifty visitors.

Some fifty men and women from Canada and the United States recently visited Thorncliffe Park Development in Toronto. The development is one of the few privately-owned land development companies on the continent. Stocks are trading around \$9 per share, although the project will not be completed until 1962.

The site will include some 4200 apartment units, industrial park (400 acres) and commercial and business areas. The township's low mill rate of 40 mills should attract long-term tenants both in the commercial and industrial field. Prior to the development the area supported the old Thorncliffe race track.

The visitors were members of the Industrial Council of the Urban Land Institute of Washington D.C.

CANADIAN REALTOR — NOVEMBER, 1959

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PANEL EXPERTS EXPOSE PERSONAL OPINIONS

Under the helm of moderator Bert Katz, five leading figures from the Canadian Business scene allied to real estate, aired their views at the CAREB Convention in Saskatoon, held this past September. The proceedings were transcribed from tape recordings.

Five Canadian Realtors were chosen to interview panel experts. Murray Bosley of Toronto interviewed W. F. Loughheed, consulting Economist, Toronto.

Hugh McKeown, Ottawa, interviewed P. S. Secord, Vice-President of C.M.H.C., Ottawa; Dr. Albert Rose, Ph.D. (Community Planning), University Toronto, was interviewed by Jack Weber, Edmonton; Pat Harvey, Brantford, interviewed Anthony Adamson, M.A., Toronto Planning Consultant, and Jack Stevenson, Winnipeg, interviewed A. B. Brown (Investments) from the same city.

"Monetary conditions"

W. F. LOUGHEED, Toronto

MURRAY BOSLEY: "There is a connotation in the title 'Monetary conditions' that money is somewhat tight. Can you tell us how money is created, what money is?"

LOUGHEED: "Well in very brief compass, we have moved in the last hundred years into what might be considered now, a very sophisticated monetary system. We have moved away from gold or gold dust or metallic currency through a paper type of exchange and into virtually a banking type of operation, in which most of the transactions in this country and I expect the United States as well, are done through the checking arrangements of the Chartered Banks. About 92% of all transactions in Canada are conducted through a checking account. Now this raises the point that you touched on concerning money. Money is a medium of exchange. Anything that will serve as a denominator to facilitate the exchange of goods or services is money or as close to money as we could possibly have. Now, because of our banking system and checking facilities provided thereby, we have a relationship be-

tween the banking system and the people as a whole. In so far as individuals are concerned, receiving salaries and one thing and another—I mean these are transactions that can be separated from industrial, commercial, corporate type of financing which is done by borrowing from the bank. Now we operate what is known as a fractional reserve banking system. There's the old story of the character who put a few dollars in a bank savings account. Later he went in to draw these few dollars back out from the bank. He looked at the bills and raised heck with the teller because they weren't the same numbers that he had deposited. This is typical of a kind of mentality that we enjoy in this country. The fractional reserve banking system means that the bank in making any kind of a loan must have a certain amount of cash to offset the size of the credit. In our case, by law, an 8% cash reserve must be held on deposit with the Bank of Canada, which means in effect, that for every hundred dollar loan there must be an eight dollar cash offset in the Bank of Canada. It follows from there, pretty obviously, that as more cash comes into the bank its capacity to extend loans becomes greater."

BOSLEY: "Well, I gather that money really is a combination of currency and credit which is created by the banks or other agencies, the one being tied to the other. I was interested in your reference to the Bank of Canada, as I think that a lot of us are somewhat obscure and unthinking concerning the position and perhaps the function of the Bank of Canada.

We know, for example, that the

Bank of Canada has to deal with the Federal Government on the one hand, and with the Chartered Banks on the other. I'm somewhat curious to know where the Bank of Canada gets its instructions. Where do the instructions come from, the Department of Finance or whether the Department of Finance gets its instructions from the Governor of the Bank of Canada? It might be useful to this group if we could explore for

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a minute this position of the Bank of Canada in our economic situation."

LOUGHEED: "Well in 1934-1935 the framework of the Bank of Canada was hammered out. Influences of that time and since obviously had something to do with the general setup of the Bank of Canada. The Bank has by legislation three functions to perform. First of all it was set up to act as the fiscal advisor

In Canada, at the time the McMillan Commission was in operation, we had about 15% unemployment. Now, we hadn't, at that time, got into the full employment philosophy or we hadn't even acquired the welfare philosophy that began to permeate the thinking of the middle '40s. What was in Lord McMillan's mind no one will know now but, when he mentioned the stability of employment, I am sure he didn't mean 3% unemployment in a growing labor force such as we have.

Certainly the Bank of Canada is an arm of the Government and it has been kept away from politics for obviously good reasons. But, by the same token, I don't think personally that the Governor of the Bank can play one game and the Government take the responsibility for it or not take it depending on how they feel.

I think the Bank of Canada is a Canadian Institution coming, in the last analysis, under the responsibility of the Government."



W. F. LOUGHEED — TORONTO

One of Canada's better known Economists whose knowledge is sought by leading Canadian Government and Business heads. Mr. Lougheed has authored two books . . . Labour-Government Management relations and one on Provincial Finance. He was joint author, while attending the University of Chicago, of a study on inter-governmental fiscal relations. He has also written numerous articles for journals on financial and economic matters.

At present Mr. Lougheed is a Consulting Economist with Headquarters in Toronto.

and by implication, the fiscal agent of the government.

The second function it was expected to preform was to act as a banker's bank, that is, the Chartered Bank (the Commercial Bank) would deposit money with the Bank of Canada for certain reasons. The Bank of Canada would take deposits and make loans to the Chartered Banks, but would not in any way deal with the public as such. Then to jazz up the central banking approach, a little preamble was put into the act, to the effect that through the limits of monetary measures or monetary policy, the Bank of Canada should do its utmost to maintain some degree of stability in employment, in prices and in the external value of our Canadian dollar.

So we then have three basic functions, the Government's bank which is the financial agent of the Government. The banker's bank, that is in control of the money supply, in effect, deals with the Chartered Banks, and then a third function, within, admittedly, the framework of monetary policy, an effort to maintain some measured stability in prices and employment.

Now I would just like to go on just a little bit, that preamble I mentioned. Lord McMillan who was on the Commission investigating the possibility of setting up a central Bank of Canada had not encountered the wisdom of Lord Deverage.

Then in the '30s too, we were in a depressed condition. We had no thoughts of economic growth. I remember at that time, 1934, a high powered conference that included people who were working in the fields of population, mortality and so on. They came to the profound conclusion, and solemn too because a good many of these people were in the academic tradition, they concluded that by 1975 we would have a population of about twelve and a half million. This is what the thing looked like at that time. We can now see, that the informed can be wrong. It was in that atmosphere that the central bank was created and I would, with all due respect and so on to Lord McMillan, believe we could find it very profitable to have a good look at the Bank of Canada relationship again in terms of a growth contest, rather than in an eager age stability or actually a declining psychological attitude in our economic structure.

Those are the three relationships. Some of them, at certain times, can come into complete conflict, because after all, when the Government wants money, it has priority. When the banks want money, then its a matter of opinion, its a matter of decision, on the part of the Governor of the Bank as to whether they should have it or not.

Now, who runs the Bank? is a subject that I am sure is going to be debated a whole lot more heatedly in the next few months than as yet.

BOSLEY: "Then you would be saying, I take it, that the responsibility for tight money is that of the Bank of Canada?"

LOUGHEED: "Well it isn't a policy at all. We put certain amounts of money into the system from time to time and business has just expanded at as fast a rate as omniparity of the Bank of Canada, and so the expansion has crowded into the existing money supply and the bank has taken the view that they won't put any more money in and therefore we'll have to find a way out of the maze on our own hook."

BOSLEY: "Is this just another recurrence of the same situation that we had two or three years ago, when we had a tight money problem?"

LOUGHEED: "No. In 1955-56 we had anticipated a tremendously high capital investment program and we had a pretty high employment level at the time. Actually, if the anticipated capital investment program had been continued we wouldn't have had enough labor or skilled labor, to deal with construction. It was deemed that the best thing to do was to put a little check on the rapid expansion. Some money was tightened at that time for that among one or two other reasons. At this time we have excess capacity in great

industrial segments. Let's put it this way: last year with the Bank of Canada as the Government's agent having to get the Conversion Loan off the floor, had to put enough money into the system to get the banks to buy a good part of the conversion loan. They had to increase the money supply to quite a larger extent than they had ever done before with the exception of 1946. So, having put twelve percent increase in the money supply in '58 as against an average of about six percent from about 1946 or '47 to '57, the Bank of Canada took the view that they had put enough money in and that ought to last for twenty-four months."

BOSLEY: "Here is probably the wrap-up question: Is this tight money going to be with us for the next short while? What's going to happen to interest rates?"

DR. ALBERT ROSE, Ph.D

Toronto

"Population & Urban Development"

WEBER: "During the next few minutes, Dr. Rose, we would like to find out something of great interest to us, and that is the effect of population and urban development and the trends in that respect as it will effect the development of the housing program in Canada. To start it off I would like to ask you what are the major trends in the overall growth of the Canadian population which are significant to the development of the housing program in Canada?"

ROSE: "Well Mr. Weber, it is difficult not to have an expansionist's philosophy about these facts that I'll be putting before the group. Our total population in Canada has increased by some 50% since 1939 and reached seventeen and a half million people

People who move on to the United States or go back to Europe or move elsewhere.

In total population, the Canadian figures are these—for 1931 10 million. By '39 we were up to eleven and a quarter, '41, eleven and a half by '51, fourteen million and '56 sixteen million. As I said a moment ago, seventeen and a half million in the middle of this year.

The Royal Commission on Canada's Economic Prospects, which is the Gordon Commission (which I'll use from here on), forecast the figures for the future. By 1965 they expect us to have nineteen and a half million people; by 1970, 22 million; by 1975 24 million, and by 1980 26.6 million people. The significance of this I think, for the housing program is that there ought to be, given the assumptions of the Gordon Commission, no tremendous depression



ALBERT ROSE, Ph.D. — TORONTO

Dr. Rose received his education B.A. University Toronto (Honour Political Science and Economics); M.A. at Illinois followed by his Doctorate in 1942. He graduated gold medallist in 1939 and became a Fellow in Economics, University Illinois in 1942.

He has put his talents to use in many diversified fields both Charitable and Sociologically. He has been research Director of the Community Chest, Civic Advisory Council Toronto, Health Service Committee, Canadian Welfare Council and Health Insurance in Ottawa.

LOUGHEED: "I think tight money is going to be with us whether the Government admits it is a policy or not. We are going to be exposed to it simply because the Bank of Canada's position is one of trying to do three jobs at the same time. They are trying to be in Vancouver and Halifax the same day and they can't. I believe as long as they persist in that kind of thinking we are going to have tight, continuing pressures on the money supply. I believe as a result, interest rates will be up pretty high and may even go higher before they go down."

by the middle of 1959. This is a rate of growth which is unprecedented in the history of this country and, in fact, in the history of many other countries. This is a combination of a very high birth rate, about 28 per thousand, which believe it or not, is higher, in fact, than the birth rate in India, Japan, Pakistan and the United States. A combination of a high birth rate and secondly, a relatively low and declining death rate. Less than 9 per thousand Canadians die each year, and thirdly, a high rate of net immigration. That is immigration, less emigration.

sions like we had in the 1930s, and of course, no global war. And, a continuance of our high rate of birth, and low rate of death. I think we can expect a continued high demand for housing over the next twenty years. In view of the trends I have just described."

WEBER: "What are the major trends in population growth in Canada which are of major importance to the development of our housing program?"

ROSE: "Here, Mr. Weber, I think we have to explore a little more fully

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the question of birth rate and the distribution of population within the various age groups in our country. The continuing high birth rate since 1944 has meant, as you are all aware, a tremendous increase in our elementary and secondary school populations. This we expect will double University enrolments by 1967. Now in more specific terms, here are some of the interesting facts that have come to light very recently. By 1957 one-third of the Canadian population was under the age of sixteen, and about forty percent were under the age of 20. The Gordon Commission forecast that this proportion under the age of 20 would rise to about forty-one and a half percent by 1965, after which it will decline slightly. But, will still be thirty-nine percent as late as 1980. That is, roughly four out of every ten Canadians will be under the age of 20.

Then we've got to look at the other end of the age distribution... at older people, let's say those over the age of 60. Today, I think, we scarcely realize that one in every nine Canadians is over the age of sixty, one in every fourteen Canadians is over 65, and one in every twenty Canadians is over the age of 70.

The over 70s, who are now as you know, recipients of the Old Age Security Allowance of fifty-five dollars a month, increased in numbers by 20 percent in the five year period 1951 to 1956. And, by 1965 there will be more than one million Canadians over the age of 70. The over 60s who are now one in nine will be one in eight by 1970 and, only one in seven by 1980.

Now the implications of this, I think, we can discuss in a moment, but I would like to talk for a minute now about the group in between, the 20 to 59 year old group. I think it is safe to say that, in 1956, for the first time in Canadian society, the so-called productive age groups, the groups 20 to 59 formed less than half of the Canadian population. This situation will also continue throughout the next twenty years, although it will not grow much worse in those two decades.

Now I recognize that some people under the age of 20 are in the labor force and are to that extent productive and, some people over 60 remain in the labor force, even beyond 70. To that extent, we might say, they are productive. But on the other hand, we have to recognize that a good many people between the ages of 20 and 59 are not in the

labor force. Housewives are a good example. What is suggested... that for the first time in our history, a little less than half of the Canadian population has the responsibility of supporting the other half. This might be open to challenge but, I think it is a pretty fair indication of the balance between dependents and self-support in our Canadian society.

Now, some of the implications of these remarks about age distribution might be these: that, from the remarks about the younger age groups, I think it is evident that the cost of elementary and secondary education, which now requires half or more of the revenues from the property tax in many municipalities, will continue to require at least that portion and perhaps more, in view of the inflexible tax base these municipalities face. It will become increasingly more difficult I think, to construct housing as municipalities attempt to supply, not merely services for housing, but the social capital we require, the schools, the hospitals, the social services, the municipal facilities and so on. At the other end of the age distribution I think the major implication might be that the problem of providing housing for elderly unattached individuals and elderly couples will assume an ever increasing importance in our Canadian society."

WEBER: "These statistics are certainly most interesting, Dr. Rose. What are the major trends in urban growth and development in Canada which are of major importance to the development of the housing program in Canada?"

ROSE: "I think everyone knows, although they may not be aware of the extent of this trend, that Canadians are now for the most part, city dwellers. They are to be found increasingly within the fifteen designated metropolitan areas in this country.

These areas in the 1951 census were these: The fifteen designated metropolitan areas are Montreal (these I think are in order of population size in 1951), Toronto, Vancouver, Winnipeg, Ottawa, Hamilton, Quebec City, Edmonton, Windsor, Calgary, Halifax, London, Victoria, Saint John and Saint John's. In 1901, on this question of urban rural population distribution, our census showed that 65 of every 100 Canadians were considered to be rural dwellers. That was in 1901.

By 1931, this urban rural ratio

was about 50-50, within 25 years, by the time of the short census in 1956, this ratio became 65 urban and 35 rural. The word urban being defined to include the residents of all cities, towns and villages, whether organized or not, of 1,000 population and over.

The forecast of the Gordon Commission is simply that by 1980 the Canadian population will be 79 percent urban and only 21 percent rural, and 12 of the 21 percentage points termed rural will be rural non-farm. They expect our population in 1980 to be about 9 percent farm, 12 percent rural non-farm and 79 percent urban.

In terms of metropolitan growth, in 1951 there were 5.2 million Canadians living in these fifteen metropolitan areas that I listed, yet from '51 to '56, in a five year period, half of our total population increase of about two millions, occurred in these fifteen metropolitan areas. By 1980, predicts the Gordon Commission, they expect twelve million Canadians to live in the 15 metropolitan areas, and another nine million in other urban areas, which are not at the moment metropolitan areas.

Now the implications of this development I think are these: that the present metropolitan areas in Canada, these fifteen, will double in size at least. For example Toronto, which now has 1,475,000 people in its metropolitan areas, is forecast to reach 2,800,000 by 1980. The problem of metropolitan sprawl will become more serious and widespread and there will of course be new metropolitan areas, if the definition they have adopted at the moment, which is 100,000 persons or more, is still in vogue.

There will be new metropolitan areas over and above the fifteen, and they will face the problems of planning just as seriously as the present ones. Nevertheless, I think that the problem of securing and servicing adequate supplies of land to provide housing and social capital will be more and more difficult to solve."

WEBER: "What special considerations are there in population growth which are worthy of note with respect to housing in Canada?"

(Continued on page 25 —
see "Population")



MONTHLY CO-OP REVIEW

CO-OP STATISTICS MADE MORE COMPREHENSIVE

The Canadian Realtor magazine, in keeping with its promise to increase the quality of editorial content, has inaugurated a complete revision of the co-op statistical page shown opposite. This newly created statistical sheet will allow Realtors to compare their Board's standing, with or without regard to population. It will also reveal the ratio of sales to listings, which play a very important part in profits to the board involved.

The Toronto Board has broken down the costs involved in producing one co-op listing. The Board charges the listing member \$5 to process the listing, however the actual cost to the Toronto Board is \$15.

The Board loses \$10 for every co-op listing that does not sell. One would imagine therefore, Boards which show a low percentage of sales to listings would have to commence educational procedures to correct this situation. It is up to the board to bring this vital matter to each Realtor member who, in turn, will instruct his salesmen to list properly.

Once this trend (of listing saleable properties only) is established, it will become increasingly easy for all Realtors and salesmen to adhere to more stringent valuations.

An Appeal - To Secretaries

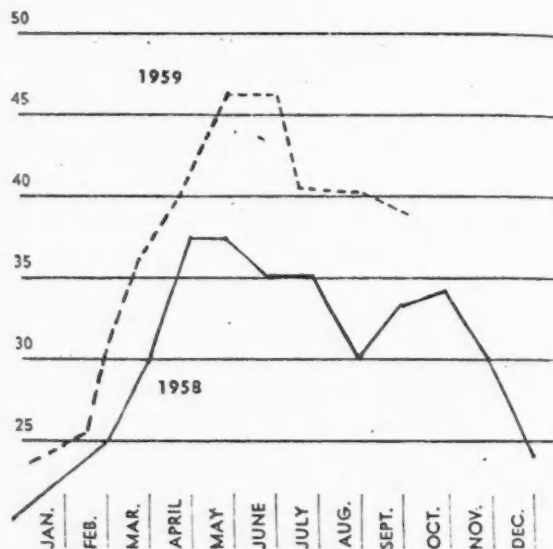


We would like to enlist your aid. The page upon which your eyes dwell, should be filled with co-op news of interest to all Boards, some of whom are struggling to make a success of their multiple listing service.

We are sure that other boards would welcome any advice or promotional tool that would increase the flow of saleable co-op listings.

If your Board has tried a contest, advertising campaign or any other type of promotion that has increased the sale of co-op listings, or has reduced the ratio between sales and listings, may we have this information? It would make excellent copy for each edition.

millions of dollars CO-OP SALES GRAPH



25,000 LISTINGS FOR CALGARY BOARD



Percy Petch (left) of Rancho Realty (Calgary) Ltd., a director of the Calgary Real Estate Board Co-operative extends a congratulatory handshake to H. F. "Bud" Anderson (right), the Calgary Melton Real Estate salesman who signed the Co-op's 25,000th Multiple Listing customer. This sales milestone was reached by the Co-op in the six years since the Board's re-organization. It's a record of which all the 124 member offices and over 600 salesmen of the Calgary Co-operative can be very proud.

Sales volume of the Calgary Co-operative is continuing at a record-breaking pace, according to Frank Johns, Executive Secretary of The Calgary Board.

CAREB CO-OP Statistics for September 1959

YEAR TO DATE COMPARISONS				MONTHLY COMPARISONS					Population in Thousands	
GROSS SALES			LISTINGS — SALES		GROSS SALES			LISTINGS — SALES		
1959	1958	Percent L or G	Listings 1959	No. Sales 1959	% Sales to Listings	This Month	Same Month Last Year	Listings This Month		Sales This Month
Toronto.....	123,850,671	28.4%	25,589	7535	29.4%	14,165,777	11,091,019	3195	868	27.2%
Hamilton.....	34,800,158	4.0%	7,499	2743	36.5%	3,506,101	3,170,597	830	289	34.2%
Vancouver.....	32,412,195	4.1%	10,438	2534	24.3%	3,593,649	3,583,418	1153	289	25.1%
Winnipeg.....	22,047,267	48.4%	3,454	1878	54.4%	2,382,310	1,661,890	395	202	51.1%
Montreal.....	21,991,030	20.4%	3,172	910	28.7%	2,112,032	2,667,428	367	98	26.7%
Ottawa.....	19,631,830	16.9%	3,175	1184	37.3%	2,317,485	2,887,032	346	160	46.2%
Calgary.....	19,157,589	11.5%	4,994	1391	27.9%	2,208,880	2,038,920	558	165	29.6%
London.....	9,439,782	-1.9%	1,814	805	44.3%	1,068,169	1,008,967	211	103	48.8%
Victoria.....	8,496,967	25.6%	2,083	873	41.9%	872,401	785,887	226	99	43.8%
Kitchener-Waterloo.....	6,938,366	8.2%	1,399	571	40.8%	775,200	786,075	159	59	37.1%
Westminster County.....	6,329,224	7.3%	3,206	651	20.3%	579,134	646,089	396	74	18.7%
Edmonton.....	6,003,429	-32.5%	2,438	521	21.4%	694,175	1,159,492	287	54	18.3%
Saskatoon.....	4,539,259	47.9%	1,266	481	37.9%	446,950	389,177	129	44	34.1%
South Peel.....	2,654,746	77.0%	478	142	29.7%	269,100	119,530	54	18	33.3%
Regina.....	2,645,008	26.0%	709	230	32.4%	545,150	74,600	125	44	35.2%
Brantford.....	2,410,475	-14.9%	465	228	48.6%	236,440	400,000	49	21	42.9%
St. Catharines-Niagara.....	2,261,056	44.4%	828	221	26.7%	252,650	169,190	95	23	24.2%
Peterborough.....	2,214,675	11.4%	636	210	33.0%	242,800	333,025	43	22	51.2%
Sarnia-Lambton.....	1,965,004	15.9%	432	161	37.3%	193,100	147,200	55	18	32.7%
Windsor.....	1,838,354	12.9%	653	173	26.5%	300,734	134,900	97	30	30.9%
Oakville-Traf.....	1,761,675	19.2%	279	96	34.4%	223,600	124,650	38	12	31.6%
Oshawa and District.....	1,734,035	45.2%	394	136	34.5%	275,070	149,150	49	22	44.9%
Halifax-Dartmouth.....	1,196,400	—	230	84	36.5%	113,250	—	30	7	23.3%
Orillia.....	1,164,358	10.4%	447	137	30.6%	103,200	190,685	41	14	34.1%
Galt-Preston-Hespeler.....	1,159,746	94.4%	189	111	58.7%	177,850	65,400	29	17	58.6%
Fort William.....	1,095,910	55.3%	380	122	32.1%	50,300	94,000	43	7	16.3%
Leithbridge.....	891,083	—	295	82	28.1%	70,800	—	41	6	14.6%
Guelph & District.....	817,600	—	200	86	43.0%	200,300	—	25	17	68.0%
Kingston.....	703,600	34.0%	121	52	43.0%	117,500	93,650	10	8	80.0%
Welland.....	639,045	34.8%	364	71	19.6%	64,850	67,550	46	5	10.9%
Barrie & District.....	623,975	114.4%	141	50	35.5%	157,550	28,300	14	10	71.4%
North Battleford.....	562,528	—	204	72	35.3%	71,653	—	21	10	47.6%
Sudbury.....	477,930	16.6%	163	34	20.9%	145,800	18,500	19	10	52.6%
Port Arthur.....	441,550	—	173	43	24.9%	26,000	—	7	2	28.6%
Central Alta. (Red Deer).....	421,588	38.6%	180	44	24.4%	27,700	17,400	21	3	14.3%
S.S. Marie.....	398,155	80.2%	92	41	44.6%	36,700	10,000	9	3	33.3%
Cornwall.....	310,800	8.3%	150	26	17.3%	37,700	8,500	13	4	30.7%
Tri County (Ont.).....	302,000	-3.2%	62	17	27.4%	—	—	7	1	14.3%
Orangeville.....	237,300	—	54	18	33.3%	85,000	—	10	5	50.0%
Chatham.....	235,632	2.5%	85	21	24.7%	16,000	83,800	7	1	14.3%
Totals.....	350,288,043	17.5%	79,994	27718	34.7%	38,763,060	\$34,295,321	9,250	2,844	30.7%

* Report Incomplete



Association of Real Estate Boards

"QUALITY FOR PROSPERING '60s" STATES ROGERS AT KINGSTON

The Kingston Real Estate Board hosted the mid-term meeting of the Ontario Association Real Estate Boards in September. The LaSalle Hotel was the scene of the two-day affair.

The business meeting was followed by a dinner at the La Salle, with several Realtors attending from Belleville, Napanee, Cornwall, Brockville, Ottawa and Frankville.

In his address, Clifford W. Rogers, President of the Association, stated: "A right spirit is coming about. A spirit of new trust, and exchange of ideas and business between Realtors is now commonplace between Members of the Ontario Association of Real Estate Boards. This wasn't always so. Back in 1921 after the first year had finished, the newly formed O.A.R.E.B. had only eight board members. At the time it was realized that the lack of government legislation for real estate practitioners, was sadly lacking. The New Association determined that the only way that real estate could be lifted into an ethical profession, was for Ontario Real Estate Brokers to organize.

This reasoning bore much weight, for two years after the inauguration of O.A.R.E.B. 16 boards joined the Association. Now there are 43 Boards divided into eight regions, with a regional Director in charge of each.

This is how important your association is today."

Mr. Rogers, who was co-chairman of the convention committee for the 6,000 plus who attended the National Association of Real Estate Boards' annual Convention in Toronto, November 6th to 12th, stated that the slogan for the Convention was "Quality for the prospering 60's". This slogan, he said, referred to the aims that organized real estate on the continent felt was needed to lift the profession onto a high plane. By tightening the practice

of our code of ethics, and the exercise of educational programmes, including self education, this quality will be assured.

In concluding his address, Mr. Rogers claimed that no Realtor could afford to miss the NAREB convention. He said, "In my experience, I have always found that it was the busy people, the people you would least likely expect to attend a conference, who invariably turn up."

"We expect," Mr. Rogers said, "6,000 Americans to attend their Annual convention, to which we hope to add 2,000 Canadian Realtors. This huge convention is thus earmarked for big things. Why don't you plan now to attend?"

Mr. Ken Raven, President of the Kingston Board, who chaired the dinner meeting, is also regional Director of the Ontario Association. He was a member of the official welcoming party who met with Mr. Rogers on his arrival.

Other leading citizens of the City in the party were Dr. H. Curran, Vice-President of the Kingston Chamber of Commerce, and T. R. Wilcox, a Director of the Chamber.

TREE DECIMATION SALVO FIRED

Two distinct organizations have fired another salvo against the wholesale stripping of trees in sub-divisions near Toronto.

In East York the Governor's Bridge Ratepayers brought a petition signed by 200 indignant persons claiming

Executive Committee:

C. W. Rogers, Toronto, President
Hugh McKeown, Ottawa, Vice-President
F. N. McFarlane, Ottawa, Past-President

Executive Directors:

A. Hawrelak, St. Catharines; R. Bosley, Toronto; A. Wiebe, Kitchener.

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Secretary-Treasurer:

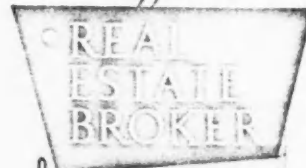
H. W. Follows 109 Merton St., Toronto.

that the land between the Bayview Extension (a new expressway running obliquely through North Eastern Toronto via natural valleys) and Douglas Crescent should be zoned as a greenbelt or parkland.

At present they insist that bulldozers are so denuding the 11-acre strip that it will become nothing but a "clay wasteland".

Reeve Jack Allen, gave heed to the protests by ordering a work stoppage on all land over 1 acre, until an amendment prohibiting any change in the contour of land, be heard by the municipal Board. Council further

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the big pay off!

Scenes like this will be going on all over Canada just about now . . . then, 4 or 5 months later comes the hockey play-offs . . . then back to the world series. Keeps Realtors hopping, hmm?



UNFORTUNATELY we had to go to press before the annual Gray Cup Football classic has gone into memorium, as all things must. In Hamilton, last year, the inevitable happened. A die hard, by the name of one "Pay Master" Brown has his hands on some of the "green" for picking the Bombers in 1958.

READING LEFT TO RIGHT: Ray Edwards, M.P.P., Hamilton City Councillor, first Vice-President, of the Hamilton Real Estate Board; Frank Long, immediate Past President H.R.E.B.; Glen Chambers, Second Vice President H.R.E.B., also Chairman of H.R.E.B. Co-op Group; A battered, bleeding Tiger Cat being supported by the smiling victor, Ralph Brown, Hamilton; and, Vic DiCiccio, Director of H.R.E.B.

claimed that the present situation has given rise to a firm stand against being pushed around by builders.

On the other side of Toronto, the Credit Valley Conservation Authority has also taken up the cudgel by resolving to request that the Department of Planning and Development initiate preventive legislation to stop the "needless slaughter" of trees alongside roads and new sub-divisions.

Field Officer Ted Sutter (of the C.V.C.A.) states that while there is legislation respecting forest and woodlot trees, there is at present no such laws governing the decimation of trees on small holdings, boulevards and sub-divisions.

Third-term Chairman of the four-year old Authority, A. M. Greenaway states that his Association has already purchased 1,000 acres of land for greenbelting and conservation "so that it will bring present day enjoyment for we here now, besides the yet unborn generations."

Mr. Greenaway suggests that public minded citizens would be indeed generous if they willed their holdings to the conservation Authorities, such as that done with Toronto's High Park and New Jersey's Harriman State Park."

TEXAN EXTOLS

A Brownsville, Texas delegate to NAREB's Toronto convention stated he is bewildered. "I just can't get over it," he exclaimed. "Here I always thought Canada was a country of ice and snow and to find this big, huge, bustling city is just too much to grasp." He went on to state, "When we flew over the city a couple of days ago . . . the sight of the new subdivisions astounded all of us. Brother . . . you people up here should blow your horn loud and long."

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FURTHER ANNOUNCEMENTS WILL BE MAILED TO ALL MEMBERS OF THE APPRAISAL INSTITUTE AND UPON REQUEST TO OTHERS. WRITE TO
MEMBERS OF THE ABOVE COMMITTEE

OR

W. N. Mulock, B.Sc., Executive Director,
Appraisal Institute of Canada,
307 Childs Bldg.,
211 Portage Ave.,
Winnipeg 2, Man.

LETTERS TO THE EDITOR

Gentlemen:

Recently there came to my attention a copy of your editorial "Tight Money" published in your issue for September 1959.

I am sure you desire to be accurate and for that reason I am drawing to your attention the fact that you have used the name of The Royal Bank of Canada where, rather obviously, you intended to speak of the Bank of Canada, the central Bank.

Yours truly,
James Muir,
Chairman and President,
The Royal Bank of Canada.

Dear Sir:

We were very interested in the editorial "Slum Clearance a Must", appearing in your July edition.

As we are planning to send out a newsletter to our member groups and organizations very shortly, we would like your permission to reprint this editorial in the Newsletter.

Hoping to hear from you in the near future.

Yours sincerely,
(Mrs.) Elizabeth Speers,
Secretary — Housing Committee,
The Welfare Council of Greater
Winnipeg.

ED's NOTE: The response to this editorial was indeed startling. It apparently aroused sufficient interest to have been picked up by the press from coast to coast. Member boards of CAREB are invited to use, free of charge, any editorial material printed in the Realtor which they feel may be of interest to their community.

+ + +

H-H-Here Now!

A Broker met a chap he knew, walking down the street with a determined air about him. The Broker, his interest aroused, asked the chap where he was heading.

The fellow stuttered "I'm gu-gu-going tuh b-b-be interviewed for a radio aa-nun-nun-ouncer's job." The Broker wished him luck, and they parted.

Later on the Broker saw the same chap walking down the street with an angry look on his face. The Broker, perturbed, stopped and asked his trouble.

The chap said "D-d-damn those people. Th-th-they're n-n-not hiring C-C-Catholics!"

Pat Harvey, President C.I.R.
at Salesmen's meeting, Toronto.

+ + +

DO YOU JUST BELONG?

Are you an active member, the kind that would be missed —

Or are you quite contented that your name is on the list?

Do you attend the meetings and mingle with the flock,

Or do you stay at home, to criticize and knock?

Do you take an active part to help the work along —

Or are you quite well satisfied to only just belong?

Do you ever take a stand for things you think are right —

Or leave the work to just a few and talk instead of fight?

Think it over Member, you know what's right and wrong —

Are YOU an active member, or do you "just belong?"

SALES IDEAS

TRADING STAMPS

We do not agree with many forms of house sale promotion and this is one.

Near Toronto a real estate broker is giving 25,000 trading stamps free with the sale of each new house. The stamps are presumably worth \$50 in merchandise.

The broker's argument could possibly be, "What is the difference between giving away 25,000 stamps as opposed to \$50 worth of actual gifts?"

We take issue because of the psychological aspects. There is far too much controversy over stamps as it now appears. The opponents of stamp usage, are beginning to wage a concerted drive against this form of promotion. And too, Mrs. Housewife, is gradually becoming somewhat irritated at the hidden costs she suspects are involved in any merchandise which has to be supported by the giving of stamps.

We do not believe that the Real Estate Business can afford to become part of this colossal hub-bub.

Norman Hill, a North Toronto Realtor has a good selling feature going for him. At Finch and Bayview, his firm has selling authority to dispose of new homes being built upon a 250 acre sub-division. What is unique, is that negotiations with the Conservation Authorities have proven fruitful. The East Don River will be dammed to create a 65-acre lake, nestling in the centre of the development.

Ravine-side lots have all been sold for upwards of \$10,000, with homes, some custom some speculative, selling for \$21,000 to \$60,000.

HOME OWNER'S CLUB

In Toronto, the Metropolitan Home Owners Club, for an annual fee of \$12, provides service to correct practically every problem in or around a home. Some 200 tradesmen are lined up by the private company. Included in the service are, piano tuners, electricians, plumbers, brick and masonry specialists, carpenters and many other servicemen who guarantee their work, with the only additional costs being equipment used. If a job will cost more than \$150, then the club inspectors retain the right to inspect the problem, before authorization.

The club offers 24-hour emergency service.

MONEY BACK

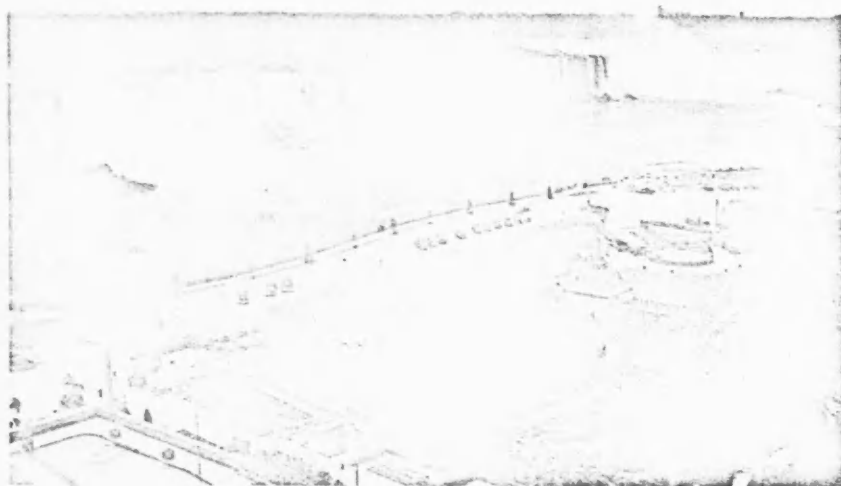
At Oakville, a builder is offering money-back guarantees, if a purchaser finds that within six months after he has taken over a new purchase, that he does not like the premises. All the purchaser is obliged to pay is the cost of moving (cartage) plus any carrying charges during his stay in the new home.

LOT IS DOWN PAYMENT

In Winnipeg, a builder offers a different proposal to prospective home buyers. In their 200-acre development, lots are sold on a three-year basis. Once the purchaser has completed payment for the land, the builder will build the home, allowing the purchaser to move in without additional down-payment. All the purchaser assumes is one mortgage for the cost of the home.

Allan, Killam and McKay, Ltd., Winnipeg Realtors, handled this deal for Twentieth Century Housing Ltd.

HONEYMOON TOWN SCENE OF 1960 O. A. R. E. B. CONVENTION



SHERATON-BROCK HEADQUARTERS BIG ONTARIO CONVENTION IN 1960

From Louis Tussaud's wax works to the shimmering delights of the seventh wonder of the world—Niagara Falls, Convention-bound Ontario Realtors are in for a fine conference this coming February.

Many Realtors will be visiting Tussaud's wax works for the first time. This remarkable collection, designed along the lines of the world famous wax works in London, will no doubt draw most of the visiting realtors into its exciting environs.

The Sheraton-Brock Hotel, being part of an international chain of efficiently operated hotels, will provide excellent service with a minimum of annoyance. The accommodation problems that have beset delegates at other conventions should not materialize at this coming convention.

Hugh Hart, convention chairman of the Greater Niagara Board, hosting the convention claims that the conference will leave an indelible mark in the minds of all delegates long after the affair is over. He claims "The enthusiastic reaction to the news that the 1960 convention

would be held in Niagara Falls, has continued unabated since then. All members of our board including the Welland and District Board and the Niagara District Board who are co-hosting the affair, are hard at work preparing all phases of the convention proceedings, to assure that the convention will be as good as, or better than, any staged before."

FINE SPEAKERS ON PROGRAMME

Many Canadian Realtors will be pleased to note that Earl Techemeyer of Indianapolis will be a featured speaker at the convention. Mr. Techemeyer has addressed Canadian Conventions before and, has never failed to draw superlatives from his audience.

Mr. C. W. Wright, a Toronto Communications expert will also "leave a little" at the convention. Mr. Wright's specialty is communications in the Business and Industrial field.

And, of course, instructive panels

will be staged throughout the programme. The experts who head up these panels pass on ideas that will aid any Realtor whether he be a general practitioner, or a specialist.

Entertainment is also generously scattered through the three days, commencing with a champagne party to close the Monday sessions.

B.C. EDUCATION

Continued from page 22

FOURTH PHASE

The joint U.B.C.-Real Estate Council program in B.C. is recognized as the best real estate educational program available in North America. This was made possible by a \$50,000 financial guarantee paid over a five year period by the Real Estate Council of B.C.

The courses provided are unique on the continent for they are the results of a system where Provincial real estate licensing laws have provided for the direct participation of the University in the education of those seeking a real estate license. And, the University of British Columbia is the first school to enter this field.

Further support was given by C.A.R.E.B. scholarship grant of \$500 to further assist a deserving student taking the degree course.

SPEAKERS



EARL B. TECKEMEYER

Mr. Teckemeyer's biography reads like a "who's who". He is on several committees and, holds several offices in American organized real estate. He has been engaged in real estate management, brokerage and appraisal work since 1926. He is president of the Indiana Savings and Investment company.

Mr. Teckemeyer has an LL.B. degree and was admitted to the Indiana Bar in 1927. Since then has lectured at four different universities on courses which included Business, Economics, Law, Real Estate and Appraising.

He is the author of over 50 articles on Real Estate and has delivered some 600 addresses to various groups in Canada and the States.



C. W. WRIGHT

Mr. Wright is a Canadian, now residing in Toronto where he conducts a communications training programme in all its phases. His firm offers regular training sessions in Salesmanship; Efficient reading; Listening and Writing. His effective public speaking course has been sponsored by many of the largest industrial and commercial concerns in Canada.

Mr. Wright has authored two books on the art of platform speaking, and is a regular contributor to a number of trade publications.

His topic: "Let's learn to listen" will be enjoyed by all who attend his address.



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**O.A.R.E.B. NIAGARA FALLS CONVENTION
FEBRUARY 21 - 22 - 23, 1960
NIAGARA FALLS, ONTARIO**

**TO: H. W. Follows,
Secretary O.A.R.E.B.
109 Merton Street,
Toronto 7, Ont.**

I plan to attend the conference, and enclose my cheque for \$..... to cover the registration fee. It is understood that in the event I am unable to attend, this advance will be refunded to me.

NAME STATUS
(Broker, Salesman, Guest)

ADDRESS CITY & PROV.

I am a member of the Board.

Hotel accommodation required ☐ Single ☐ Double

Arrival date and time Departure date and time

Below I have indicated exactly how I would like my name to appear on my identification badge:

MY NAME WIFE'S NAME



Association of Real Estate Boards

FULLERTON STARTS BUSY SCHEDULE - VISITS OKANAGAN

Busy Vice President of CAREB addresses Civic
and Business Leaders in B.C.'s Okanagan Valley.

Colonel Herbert R. Fullerton, 1st vice president of the Canadian Association of Real Estate Boards and chairman of the Real Estate Council of B.C., addressed a joint meeting of municipal, Board of Trade and real estate leaders from the Okanagan in Kelowna recently.

Host for the meeting was the Okanagan - Main Line Real Estate Board.

O.M.L.R.E.B. president, Robert H. Wilson, of Robert H. Wilson Realty Ltd., Kelowna, was chairman.

Mr. Fullerton's topic was "Real Estate Licence Law in B.C.", the Real Estate educational programme and standards and recent amendments to the Real Estate Act concerning subdivision.

Attending the session were representatives from Kamloops, Vernon, Kelowna, Penticton and other Okanagan centres. The Okanagan - Main Line Real Estate Board, which includes members from those centres and covers the area known as the South Okanagan and extends to the American border, has 51 members.

Following the meeting in Kelowna, Colonel Fullerton made a trip into Vernon and Kamloops where he addressed well attended meetings of the real estate agents in those cities.

He reports a good deal of interest in those topics among the Okanagan agents and noted that almost every real estate agent in the area attended the meetings.

Col. Fullerton will also be featured speaker at a session on Licence Law at the 52nd Annual Convention of NAREB being held in Toronto November 6th to 12th. His topic will be "Can the real estate business become a profession".

Other speakers at the Licence Law session will include Charles Shattuck, past president of N.A.R.E.B. and a member of the California Real Estate Commission, and Robert Seminow, secretary of the National Association of Licence Law Officials of the United States.

Mr. Shattuck will speak on "Professionalising the Real Estate Business through Individual Licensing". Mr. Seminow will speak on "Legislative Changes in Real Estate Licence Law in North America - 1959".

Colonel Fullerton, considered by many real estate experts to be Canada's top authority on real estate licence law, will join Mr. Shattuck and Mr. Seminow in a panel question and answer period following their talks.

EDUCATION TOWARDS EXECUTIVE LEVEL

The Faculty of Commerce of the University of British Columbia have completed arrangements for a provision of 3-year diploma courses in Real Estate and Appraisal. The curriculum of both courses will be the same for the first two years because, as a spokesman for the University claims

"We recognize that the different functions of the real estate agent and the real estate appraiser are founded on a common body of knowledge."

The final year will be devoted to subjects of a specialized nature.

The real estate education program in B.C., as presently constituted, has four distinct phases.

Presidents:

Mladin G. Zorkin, Nanaimo.

Vice-Presidents:

Fred Philips, New Westminster; Charlie Brown, Vancouver.

Past-President:

M. G. Klinkhamer, Cranbrook.

Directors:

Syd Hodge, Penticton; R. E. Slinger, W. Van; John R. Harvey, Quesnel; Fred B. Urquhart, Vancouver; Lynn K. Sulley, White Rock; Harold Chivers, Vancouver; P. D. P. Holmes, Victoria; Bill Hyndman, Cloverdale; Lorrie Kirk, Victoria.

PRE-LICENSING

This course provides a basic training for salesmen wishing to enter the real estate business for the first time, or for salesmen now practising who wish to take out their broker's license.

Under the Real Estate Act of British Columbia, the Real Estate Council of B.C. is charged with the responsibility of providing such courses and for the holding of examinations to ensure that applicants for real estate licenses are able to carry out their responsibilities to the public.

Applicants living in the lower mainland area must take their course through lectures at the University. Others study by taking their pre-licence training through correspondence courses.

SECOND PHASE

This is a diploma course of three-year duration, for sales personnel already in the business.

THIRD PHASE

A University training which leads to a Bachelor of Commerce degree. The first year 1958-59 saw 44 students take this course.

In the 1959-60 semester, the number of degree courses has expanded, two more three-unit courses in third and fourth years of the finance option of the B.Com. degree course. These will be on Urban Land Investment and Land Value and Valuation. Urban Land Investment is a required subject for those taking the Finance option, with Land Value and Valuation as optional subjects.

*continued on page 20
(see B.C. Education)*

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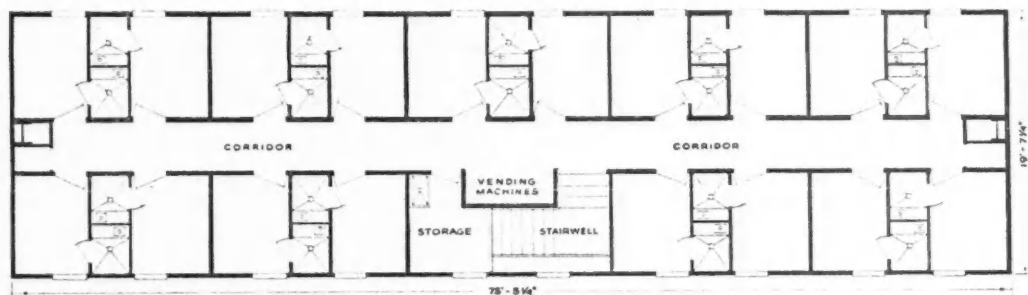
517 Hamilton St., Vancouver, B.C.

AIR TRAVELLERS WAIT IN COMFORT

proposed new-type motel to be erected close by the National Airport at Washington, D.C.



AIRWAYTE FLOOR PLAN



18 AIR CONDITIONED COMPARTMENTS rent for \$3 each for the first four hours and 50 cents per hour thereafter. Compartments measure 7½ by 6 feet,

contain a bed, desk, telephone, radio, and toilet and shower unit. Main body of Airwayte unit is approximately 75 feet long by 20 feet wide but requires only 16 by 19 feet of ground space for its support.

PLANNERS TAKE ADVANTAGE OF AIR PORT DISCOMFITURE

A new and revolutionary concept in hostelry, providing short term accommodations for air travellers right on airport grounds, will soon be erected in Washington, D.C. The unique building will be erected in early 1960.

The Hotel corporation of America will own and operate the new structure which will be built under design and patent of Louis K. Shostak, President of Airwayte International, Inc., of San Francisco.

The hotel will provide accommodations for the air traveller who has some time between flights.

Called the Airwayte, the building will provide short term rentals based on \$3 for the first four hours and 50¢ per hour thereafter. The units will resemble pullman space, with ad-

ditions of radio and inter-communications, airconditioning, telephone, toilet and shower.

Much Needed Facility

A recent survey at one of the nation's major commercial airports showed that approximately 28 per cent of the total air passengers using the terminal in one day, were subject to delays of from one to more than three hours. Of those obliged to wait, slightly more than 90 per cent waited for periods of up to two hours while the rest waited from two to three hours.

"This represented more than 4,100 man hours in a single day," the designer pointed out, adding: "Much of this time could have been put to beneficial use by air travellers if short

term work or rest accommodation had been available on the airport grounds."

Fabricated In Steel

The Airwayte units were designed by Mr. Shostak and engineered by August E. Waegemann, Vice President and Chief Engineer of Airwayte International. Exterior walls will be porcelain enamel on steel, which can be supplied in a range of colors to blend with other airport buildings.

Construction is quick, once column footings are set. Necessary utilities are brought to the base for connection with self-contained electrical, telephone, air-conditioning, and sanitation systems serving the compartments.

Toronto's Malton Airport is one of the busiest in the World. Over 1.4 million people use its facilities every year, with plane arrivals and departures ranging from a low winter minimum of 16,000 monthly to 27,000 at peak periods. An average of one plane arriving or departing every two minutes during a 24-hour day!



VICE-PRESIDENT



G. L. COWARD

Mr. Coward was elected first vice-president of the newly formed South-West Alberta Development Association.

The organization is headed by President Frank Aboussafy, Mayor of Lethbridge.

The purpose of the group is to examine the industrial potential and to prepare a prospectus which will enable new industry to determine the values of locating in the area.

Mr. Coward is associated with the British Canadian Trust Company in Lethbridge.

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CALGARY

The Calgary Board have a fine new \$100,000 building housing offices of their own and the Alberta Association. The land is 100' x 130' and includes parking for thirty cars.

Among other features the building contains a classroom for 35 students and a board room for public and association meetings. Public meetings will be invited as a public service free of charge.

RURAL SALES SHOW PROMISE

Western Realtors may see a good trend in farm sales if forecasts by agricultural experts are correct.

The prairie provinces are becoming more aware of crop diversification. A new strain of grain, a cross between rye and wheat and called "Wyte" is slated for large scale experimental growing. The by-products of the newly invented grain will produce oils for medicinal and commercial purposes, including margarine.

Also being growth-tested is tobacco. Tobacco experts from the East have expressed "cautious optimism" for

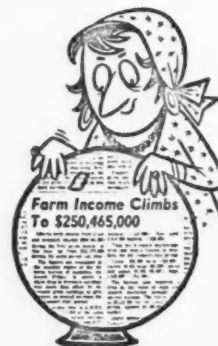
this crop, following inspection of experimental plots in Saskatchewan.

If these new experiments are successful, large land holdings will no doubt be parcelled into smaller plots which should go up in price.

The South Saskatchewan Dam and irrigation program in Alberta will play a big part in large scale diversification. This in turn will release the provinces from economic bondage now evident in agriculture.

A

"BRIGHT" OUTLOOK FOR SALES



In Central and Northern Alberta, no other medium offers more than a fraction of The Journal's coverage.

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"Our service serves you right"

—Population

Continued from page 13

ROSE: "The most important one is this question of family size. I think we ought to warn the members of our audience that the figures they read from time to time called: *average family size in Canada*, aren't worth very much. D.B.S. publishes from time to time, figures of average family size, 3.7 persons in Canada. Well, this includes families like my parents in their mid sixties, whose children have left. It includes young families who were married just before the survey average was calculated. It is the total number of persons in all families divided by the number of families. I think it is more important for us to take a look at families who have children, at least one and more, and here we have to look at Family Allowance statistics to get some clues. The figures put out by the Family Allowance's division of the Department of National Health and Welfare indicate that at the present time, they pay Family Allowances to families with an average number of children under sixteen years of age, which works out, at the moment, to 2.45 children. These families, a good many of them, will also have children over sixteen who don't receive Family Allowance. I think this is more like the real picture, because we all know that a great number of Canadian families are now having three, four, five or more children, whereas their parents had one or two children in the previous generation. The census is beginning to show us that families with three or more children are increasing in number. But, as a proportion, while families with one or two children are increasing in number because of our high marriage and birth rate, they are not increasing in proportion.

I think the implication here, although this may be contradictory, is

that there should be an increasing market for homes with four, five or more bedrooms. I'm not commenting at the moment about the economic capacity of these families to afford this accommodation, but surely, in addition to two and three bedroom houses there is going to be an increasing demand for four, five and six bedroom houses which is the field that I think is largely unexplored."

"Housing Finance" by P. S. Secord; "Canada's Future" by A. B. Brown and "Planning Problems of Tomorrow" by Anthony Adamson will be concluded in December Realtor.

+ + +

SALES PSYCHOLOGY

Continued from page 7

Now here is the clincher. Three years later . . . having changed my address and place of employment, I received a call from the old couple who wished me to sell their home.

Was this call unusual? You bet your sweet life it was. It seemed that the couple worked on locating me for a week or more. They phoned several places, and by dint of diligent tracking ran my phone number to earth. Would you ever like to receive a call of this nature? I'm sure you would.

What has all this story meant? It means that sincerity and low pressure might just put you into the winning bracket. Let's not forget the follow-up after sale, nor the common sense axiom of good salesmanship . . . perseverance.

The concluding installment of *Sales Psychology* will appear in the December Realtor. Look also for "I've got a secret". Success stories by American experts appearing at NAREB's Toronto convention.

+ + +

OFFICE COMMUNICATIONS

Continued from page 5

Sterling efforts should never go unrewarded or unrecognized. A pat on

the back gives a man more of an inward glow than anything else. Praise is a vital necessity. Why only disapprove? Why not approve once in awhile?

Self Esteem

The basic essential of a good salesman is self esteem. Without it the man hasn't the necessary confidence to exploit all his talents. It is poor management who allows phrases such as "What's the use of doing better . . . no one seems interested," to enter a man's thinking.

It is up to management to reassure a salesman when a doldrum spell sets in. If the man does not have this outside moral support, soon fears, inhibitions, lack of ambition and a clear sense of insecurity will rear their ugly emotional heads.

Human laws are the end result of change and effect.

The manager that keeps in constant and understanding touch with his sales personnel, will soon have a staff filled with self esteem and glowing with rightful pride—proud they are associated with that particular office.

This is what we mean by hidden persuaders. This is what makes one office highly successful, and another seeth with rumours, ill-being and suspicion.

This is the crux of a successful real estate operation. For a business is only as strong as its sales staff. ■

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PERSON TO PERSON



plaudits

... congratulations go to the Toronto Real Estate Board, and more particularly, the editor Jessie Hazelhurst, for the fine job done on their November edition of "Listings". Not only was the editorial material excellent, but the photographic department and multilith operators turned out a four-colour cover with perfect register. This was a remarkable feat...

job and house

... Paul Fox, Telegram Real Estate Editor reports that a double-barreled promotion is under way at Port Malabar, Florida. Radiation Inc. and General Developments Corp. offer a job and a house in a packet deal designed to attract some 2,000 new employees to Radiation's new plant in Palm Bay...

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no witnesses

... London police are scratching their heads these days. Someone stole a prefabricated house. The manager of the building firm who owned the prefab said "Whoever stole it knew what they were doing. It was made of reinforced concrete and weighs 14 tons!"

Makes a Bobbie want to head to the nearest pub for a pint of "arf and 'arf..."

no "mistakes"

... A Prince George Real Estate Office had a sign propped in their window announcing "Acrages for sale". A Prince George Citizen (newspaper) reporter, every time he passed the Broker's office, pointed to the sign and smiled at the Broker, thru the window. Both were working at odds apparently. The reporter was trying to draw the Broker's attention to the spelling error, and we presume the Broker thought he had a potential customer for "acrages"...

cattle Baron

... Arthur J. Zerbach, former Moose Jaw resident, who later became a lawyer and Real Estate Broker in Seattle, has returned to Saskatchewan looking for 10,000 acres of farm land. He wishes to start a cattle ranch. Claims "Cheap enough land is no longer available in the States"...

moon plots cheap

... Professor Donald Mordell of McGill told the Montreal Real Estate Board "we won't be surprised if we find, in the not too distant future, your signs on the moon, offering 'attractive lots for sale'..."

bedroom rendezvous

... Margaret Reid, North York town planner claims that North York (which bites into north Toronto) may soon surpass Toronto in population. She warns "We're not just the bedroom of Toronto"...

lawyer's fees disappear

... Arthur Jessup, Q.C. hints that, under the new Certification of Titles Act (Ontario), a source of lucrative title searching fees charged by lawyers will soon dry up. Henceforth titles, under the new land titles system are certified by the county registrar and guaranteed by the government, and require no title searching...

Windsor urges

... The town of Windsor is going all out to attract industry to their environs. Through a donated parcel of land, financial and technical aid from industrial and business heads, a new industrial building was built in Sandwich East and will be leased on modest terms to some new industry. Although a gamble, it shows some positive thinking plus positive action by Border Building Inc. a non-profit subsidiary of the Greater Windsor Industrial Commission...

poundage dissipation

... Nanaimo Realty Company, Nanaimo, B.C. pays their staff \$25 for the first ten pounds of avoirdupois dropped off each overweight member. A further \$2.50 per pound for each additional pound worked off or otherwise got rid of. Purpose of the venture? to streamline the sales staff...

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- **EDMONTON, ALTA.**
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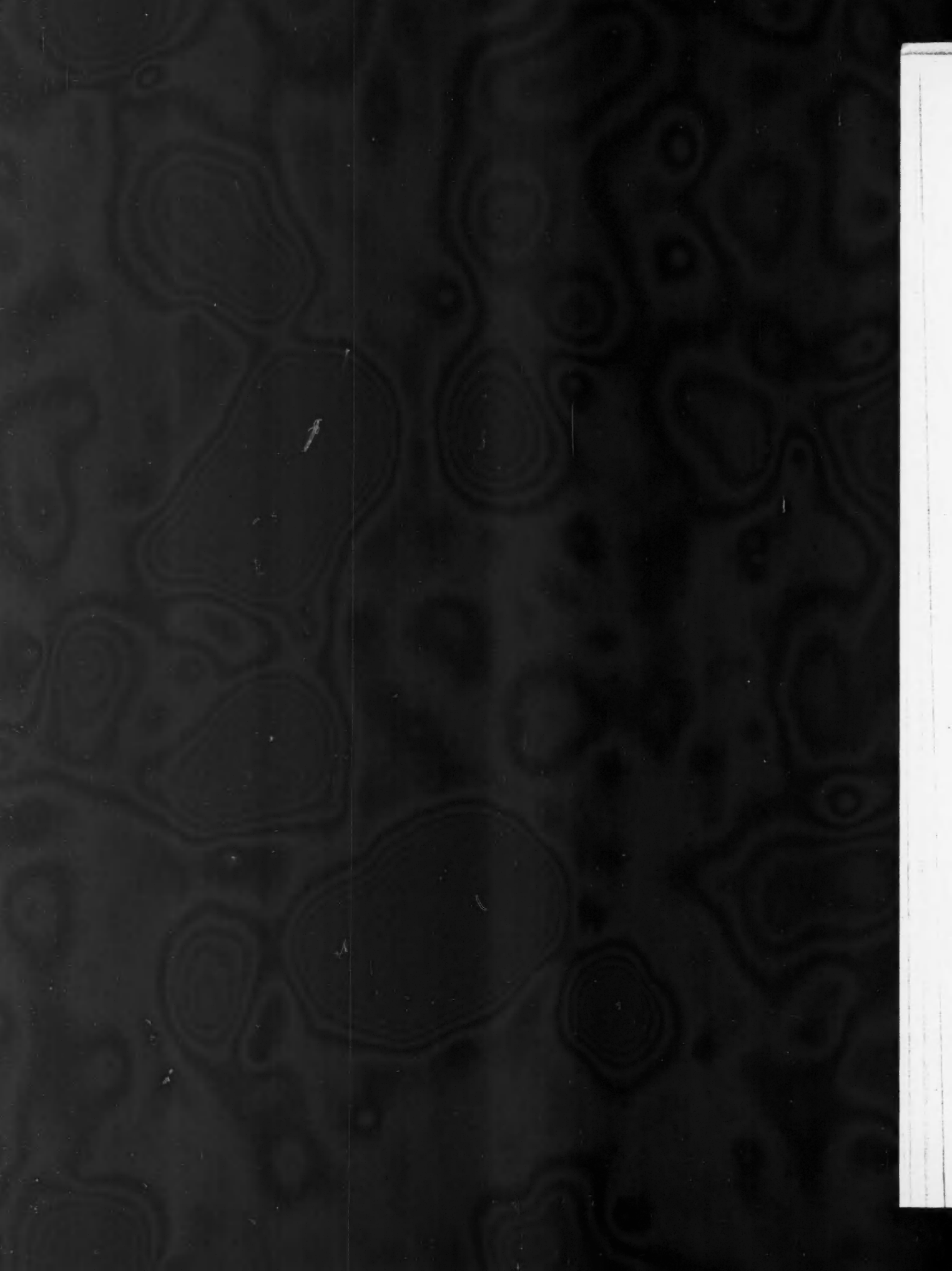
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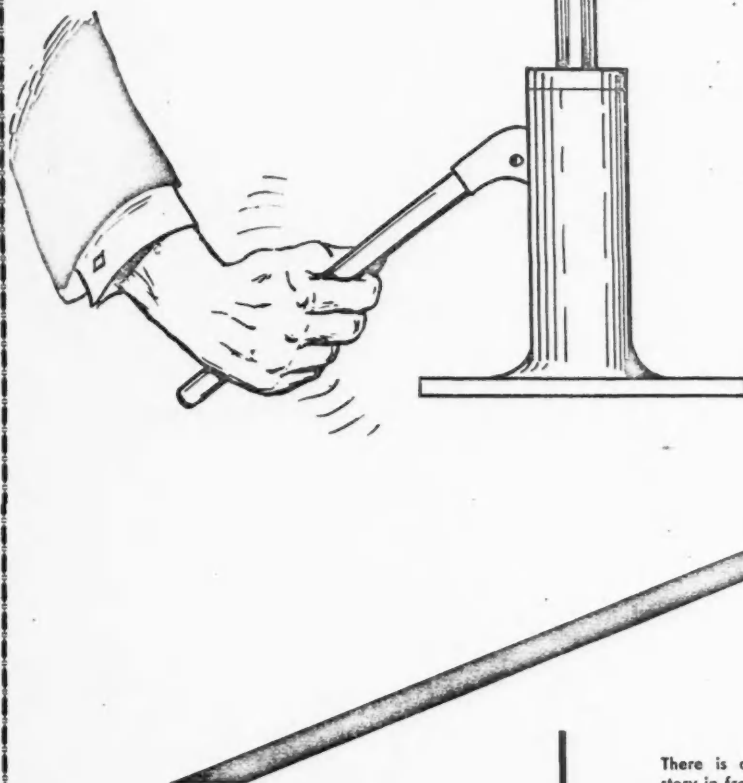
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